

Campus Media Inc 165 West 46 Street New York 10036 NY Area 212 245-0950

MEMORANDUM

To: Program Director

20 October 1969

From: Dean Thompson

Re: "Report/Entertainment/Interview" Programs

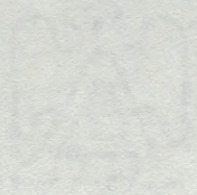
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There's been a deletion of a very common form of radio programming from the professional airwaves over the past fifteen years; that form is "interview" or predone "programming" supplied free to the station in return for its airing of the material. I'd like to take a moment of your time now to talk about those same type of programs presently being offered on a collegiate, campus radio level.

Programs such as "The Music Factory," "Campus Radio Voice," "Moderator" and other report/entertainment/interview programs which contain commercial messages are hurting both you and us. By running such programming, you are, in effect, airing free spots. The producer of those programs, with your return postcards and/or letters, is returning to his client(s) and passing the programs off to the client as effective advertising for very little investment.

An example might be a record company who invests in the neighborhood of five hundred dollars in one of these programs in order to have the producer interview an artist, plug the label, and maybe talk about the record industry in general. You know as well as I do that it would cost the same amount of money (actually substantially less) for the company to place one advertising spot on all of our stations for the artist and the album. Yes, it would only be one 60-second spot. But it would be advertising and labeled as such; it wouldn't be a hidden message; and most importantly, you would be paid for the use of your air time rather than giving it away.

I'm sure that you can see that when we go to clients to present your station, the client is not going to be extremely enthusiastic about buying advertising when he thinks he is getting the same service for much less money by purchasing one of these programs. And as long as the producers of these programs have your "support," they are going to be able to take revenue from all of us. Think for a minute of the actual amounts of money that are involved in one of these programs. The producer charges each of his clients around five hundred dollars to put a two or three minute interview on an album of maybe fifteen cuts. He then grosses in the vicinity of \$7500 to see that you air the cuts -- for free.



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This type of radio activity has been dropped from professional radio for one main reason - it's no longer the professional way to operate. It not only says that a station is undercutting its rate card but also that why should anyone buy a station at a fair price when he can get it for next to nothing.

Needless to say, I would strongly suggest the deletion of this report/entertainment/interview type of programming from your air. It may sound "professional," but I sincerely have faith in the fact that, after hearing these shows while on campus (in radio) for five years, each and every station we represent can produce something of at least equal, if not far superior, caliber. Please let us know how you feel on this subject; we're always willing to listen and talk about anything that has to do with campus radio. Write either Jeff Fannon or myself; let's get all sides in this situation. After all, we are all working together for basically the same goals. That's the only way it can be.

Take care, and keep in touch.

Sincerely,



Dean Thompson

